

ABSTRACT OF THE DISCLOSURE

A local entity without its own means of voice communication is provided with the
5 semblance of having a voice interaction capability. This is done by providing a beacon
device at or near the entity, the beacon device transmitting, over a short-range
communication link, contact data identifying a voice service associated with, but hosted
separately from, the entity. The transmitted contact data is picked up by equipment carried
by a nearby person and used to contact the voice service over a wireless network. The
10 person then interacts with the voice service, the latter acting as a voice proxy for the local
entity. The contact data can be presented to the user in other ways, for example, by being
inscribed on the local entity for scanning or user input into the equipment.